

INDUSTRYALERT

2014 Emerging Technology Promotion Webinar

Thursday, May 22, 2014

2:00 p.m. EDT

Pre-registration is required - lines are limited so please sign up today!

Please join the USPS Mailing Services team to learn more about ways to use emerging technologies to engage consumers in today's technology based marketing landscape.

Mailers have the opportunity to earn a 2% discount on eligible postage and boost brand value, consumer retention and acquisition, and improve the overall marketing experience with the Emerging Technology promotion. This webinar will provide program and registration requirements as well as an overview of the remaining promotions planned for 2014.

Also, don't forget the 2014 Mail and Digital Personalization Promotion, is underway running now through June 30th. The promotion provides participating mailers with the opportunity to receive a 2% upfront postage discount on qualifying mailpieces that utilize variable data printing (VDP) or other print technology which provide varying levels of mailpiece personalization and customization.

Instructions for participating in the webinar appear below.

Attendee Information:

Click [here](https://uspsmeetings.webex.com/uspsmeetings/j.php?ED=256490662&UID=3882148&RT=MiMxMQ%3D%3D) to register for the webinar or go to

<https://uspsmeetings.webex.com/uspsmeetings/j.php?ED=256490662&UID=3882148&RT=MiMxMQ%3D%3D>

Call-in toll-free number: 1-855-860-7461

Conference Code: 553 970 9242

More information and a full description of the Emerging Technology Promotion and the Mail and Digital Personalization Promotion can be found on USPS.com. If you have any questions, please contact the Program Office at mailingpromotions@usps.gov

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--Consumer and Industry Affairs

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